INDEX FOR 1959

(Numbers refer to pages)

Accident and Health Insurance ..... Mar., *9*

A&H—Active and Hearty, H. Clay Johnson ..... Mar., *9*

Agency Perpetuation, Harold K. Hunt, II ..... Sept., *49*

Agency Articles
- Advertising ..... Nov., *1*; Nov., *49*
- Education ..... Sept., *21*
- Management ..... July, *53*; Sept., *49*; Nov., *17*
- Public Relations ..... July, *23*
- Selling ..... Jan., *43*; Mar., *51*; July, *17*

American Insurance Abroad, Helmut Kimpel ..... Nov., *35*

Anderson, Merwin E., **Now—Safety on the Waterways** .... May, *1*

Annual Election of National Board ..... July, *30*

Annual Meeting of the Association ..... July, *16*

Automobile insurance ..... Jan., *43*

Aviation insurance ..... Jan., *23*

Awaken, Tom Winkle! William L. Gallogly ..... Mar., *51*

Banks Can be Protected, J. Edgar Hoover ..... Sept., *1*

Benisch, Abner, **Can You Profit By Merging?** ..... Nov., *17*

Berry, Paul, Jr. **Yes, It Can Be Done** ..... Mar., *40*

Blaisdell, Paul H. **Which Rate Problem?** ..... Mar., *35*

Boate, Thomas N. **A Courageous Effort is Launched** ..... May, *53*; **Importance of Driver Education** ..... Jan., *47*

Brandow, Robert H., **Risk Management Today** .... July, *9*

Brown, Dr. Kent L., **Unethical Medical Practices** ..... May, *18*

Bureau of Contract Information ..... July, *35*

Burglar! Robber! Thief! John N. Sewell ..... Jan., *13*

Can You Profit By Merging? Abner Benisch ..... Nov., *17*

Casualty Articles
- Automobile ..... Jan., *43*
- Aviation ..... Jan., *23*
- Farmers CPL ..... Mar., *43*
- Lawyers Professional Liability ..... Nov., *9*
- Mercantile Open Stock Burglary ..... Jan., *13*
- Review ..... Jan., *35*
- Workmen's Compensation .... Jan., *1*

Casualty Insurance in 1958, Victor Gerdes ..... Jan., *35*

CPCU Curriculum, Revised .. Sept., *21*

CPL for the Farmer, Henry Randall ..... Mar., *43*

Coakley, John R., **Premiums—"Pay By the Month"** ..... May, *45*

College of Insurance, William T. Fisher ..... Nov., *45*

Comegys, C. N., **Oil Insurance Association** .... Sept., *9*

Cook, Joseph J., **Def.: Field Representative** ..... July, *45*

Courageous Effort is Launched, A, Thomas A. Boate ..... May, *53*

Def.: Field Representative, Joseph J. Cook ..... July, *45*

Development or Doom?, Joseph Gelcher ..... July, *53*

Dorsett, J. Dewey, **Workmen's Compensation Today** ..... Jan., *1*

Douglass, P. L., **Honesty in Our Public Schools** ..... Sept., *17*

Driver Education ..... Jan., *47*

Effective Salesman, The Ralph D. Waters ..... July, *17*

INDEX FOR 1959

(Numbers refer to pages)

Accident and Health Insurance ..... Mar., *9*

A&H—Active and Hearty, H. Clay Johnson ..... Mar., *9*

Agency Perpetuation, Harold K. Hunt, II ..... Sept., *49*

Agency Articles
- Advertising ..... Nov., *1*; Nov., *49*
- Education ..... Sept., *21*
- Management ..... July, *53*; Sept., *49*; Nov., *17*
- Public Relations ..... July, *23*
- Selling ..... Jan., *43*; Mar., *51*; July, *17*

American Insurance Abroad, Helmut Kimpel ..... Nov., *35*

Anderson, Merwin E., **Now—Safety on the Waterways** .... May, *1*

Annual Election of National Board ..... July, *30*

Annual Meeting of the Association ..... July, *16*

Automobile insurance ..... Jan., *43*

Aviation insurance ..... Jan., *23*

Awaken, Tom Winkle! William L. Gallogly ..... Mar., *51*

Banks Can be Protected, J. Edgar Hoover ..... Sept., *1*

Benisch, Abner, **Can You Profit By Merging?** ..... Nov., *17*

Berry, Paul, Jr. **Yes, It Can Be Done** ..... Mar., *40*

Blaisdell, Paul H. **Which Rate Problem?** ..... Mar., *35*

Boate, Thomas N. **A Courageous Effort is Launched** ..... May, *53*; **Importance of Driver Education** ..... Jan., *47*

Brandow, Robert H., **Risk Management Today** .... July, *9*

Brown, Dr. Kent L., **Unethical Medical Practices** ..... May, *18*

Bureau of Contract Information ..... July, *35*

Burglar! Robber! Thief! John N. Sewell ..... Jan., *13*

Can You Profit By Merging? Abner Benisch ..... Nov., *17*

Casualty Articles
- Automobile ..... Jan., *43*
- Aviation ..... Jan., *23*
- Farmers CPL ..... Mar., *43*
- Lawyers Professional Liability ..... Nov., *9*
- Mercantile Open Stock Burglary ..... Jan., *13*
- Review ..... Jan., *35*
- Workmen's Compensation .... Jan., *1*

Casualty Insurance in 1958, Victor Gerdes ..... Jan., *35*

CPCU Curriculum, Revised .. Sept., *21*

CPL for the Farmer, Henry Randall ..... Mar., *43*

Coakley, John R., **Premiums—"Pay By the Month"** ..... May, *45*

College of Insurance, William T. Fisher ..... Nov., *45*

Comegys, C. N., **Oil Insurance Association** .... Sept., *9*

Cook, Joseph J., **Def.: Field Representative** ..... July, *45*

Courageous Effort is Launched, A, Thomas A. Boate ..... May, *53*

Def.: Field Representative, Joseph J. Cook ..... July, *45*

Development or Doom?, Joseph Gelcher ..... July, *53*

Dorsett, J. Dewey, **Workmen's Compensation Today** ..... Jan., *1*

Douglass, P. L., **Honesty in Our Public Schools** ..... Sept., *17*

Driver Education ..... Jan., *47*

Effective Salesman, The Ralph D. Waters ..... July, *17*

Farmers CPL .....Mar., *43*
Field, A. G. Wynne,
PR-A Two-Way Street .....July, 23
Fidelity and Surety Articles
Dishonesty Bond .....Sept., *6*
Public School .....Sept., *17*
Fire Articles
Business Interruption .....Mar., *15*
Improvements and
Betterments .....Nov., 23
Municipal Property .....July, *1*
Fisher, William T., **College of Insurance** .....Nov., *45*
Frakes, W. F.
Serving the Contracting Industry .....July, 35

Gallagher, Eugene F.,
More Precious Than Gold ..Sept., 23
Gallogly, William L.,
Awaken, Tom Winkle! .....Mar., *51*
Gelcher, Joseph,
Development or Doom? ....July, 53
Gerdes, Victor,
Casualty Insurance in 1958 .....Jan., 35

Hartelius, Paul V.,
Safeguarding Municipal Property .....July, *1*
Health Insurance .....Sept., *56*
Honesty in Our Public Schools, P. L. Douglass ...Sept., *17*
Honeywell, J. O., **Lawyers Can Be Sued, Too!** .....Nov., 9
Hoover, J. Edgar,
Banks Can Be Protected ....Sept., *1*
Hunt, Harold K., II,
Agency Perpetuation .....Sept., *49*

Importance of Driver Education,
Thomas N. Boate .....Jan., *47*
Inland Marine Articles
Yacht Policy .....May, *1*

Jet-Age Aviation Insurance,
Woodrow J. Van Hoven ....Jan., 23
Johnson, H. Clay,
A&H—Active and Hearty ...Mar., 9

Kietzman, Leo E.,
A Revised Program for Business .....Mar., *15*
Kimpel, Helmut, **American Insurance Abroad** .....Nov., 35
Kountz, John R.,
Safety in Construction Industry .....Mar., 23

LaBrum, J. Harry,
Negligence: "For the Defense" .....May, 9
Larson, R. M.,
Selling 'Auto' in a Tight Market .....Jan., *43*
Lawyers Can Be Sued, Too!,
J. O. Honeywell .....Nov., 9
Lessees vs. Landlords,
Thomas B. Ogburn, Jr. .....Nov., 23
Library—the Industry's Own, A, Harry S. Weeks ..May, 35

Mercantile Open Stock
Burglary Insurance .....Jan., *13*
More Precious Than Gold,
Eugene F. Gallagher .....Sept., 23
Motor Vehicle Administration,
Edward Scheidt .....Sept., 35

Negligence: "For the Defense," J. Harry LaBrum..May, 9
Now—Safety on the Waterways, Merwin E.
Anderson .....May, *1*

Ogburn, Thomas B., Jr.,
Lessees vs. Landlords .....Nov., 23
Oil Insurance Association,
C. N. Comegys .....Sept., 9

Planned Agency Advertising,
Joe E. Vincent .....Nov., *49*
Premiums—"Pay by the Month," John R. Coakley...May, *45*
PR-A Two-Way Street
A. G. Wynne Field .....July, 23

Randall, Henry,
CPL for the Farmer .....Mar., *43*
Readership Survey .....Mar., *31*

Revised Program for Business, A,
Leo E. Kietzman .....Mar., *15*
Risk Management Today,
Robert H. Brandow .....July, *9*

Safeguarding Municipal Property, Paul V. Hartelius .....July, *1*
Safety
Driver Education .....Jan., *47*
Highway Institute .....May, *53*
Industrial .....Mar., *23*
Marine .....May, *1*
Trend .....Mar., *35*
Safety in Construction Industry,
John R. Kountz .....Mar., *23*
Schaffer, Franklin E., **Use Your Town Crier!** .....Nov., *1*
Scheidt, Edward, **Motor Vehicle Administration** .....Sept., *35*
Selling 'Auto' in a Tight Market,
R. M. Larson .....Jan., *43*
Serving the Contracting Industry,
W. F. Frakes .....July, *35*
Sewell, John N.
Burglar! Robber! Thief! ....Jan., *13*
Sprague, Mortimer E., **Year of Decision** .....Mar., *1*
Surety (See Fidelity and Surety)
Survey, Readership .....Mar., *31*

Unethical Medical Practices,
Dr. Kent L. Brown .....May, *18*
Use Your Town Crier!,
Franklin E. Schaffer .....Nov., *1*

Van Hoven, Woodrow, J. **Jet-Age Aviation Insurance** .....Jan., *28*
Vincent, Joe, E., **Planned Agency Advertising** .....Nov., *49*

Waters, Ralph D., **The Effective Salesman** .....July, *17*
Weeks, Harry S., **A Library—the Industry's Own** .....May, *35*
Which Rate Problem?
Paul H. Blaisdell .....Mar., *35*
Workmen's Compensation Today, J. Dewey Dorsett ....Jan., *1*

Year of Decision,
Mortimer E. Sprague .....Mar., *1*
Yes, It Can Be Done,
Paul Berry, Jr. .....Mar., *40*

Court Decisions (feature)
Liability of
Contractor .....Nov., *31*
Dock Owner .....Sept., *31*
Dog Owner .....Mar., *30*
Farmer .....Jan., *31*
Filling Station .....Sept., *31*
Furnace Installer .....July, *31*
Garage Owner .....July, *31*
Landlord .....Jan., *31*
May, *31*
Sept., *31*
Motorboat Operator .....Mar., *30*
Property Owner .....July, *31*
School Board .....Nov., *31*
Service Station .....Jan., *31*
May, *31*
Storekeeper .....Mar., *30*

Liability to
Boarder .....May, *31*
Business Visitor .....Nov., *31*

Industry Trends (feature)
Agent Earnings .....July, *29*
Auto PD .....Mar., *29*
Auto Thefts .....Nov., *48*
Billing Systems .....Jan., *21*
Fire Insurance .....Nov., *48*
Insurance to Value .....May, *52*
Opinion Surveys .....Sept., *47*
Professional Liability ....Jan., *22*
State Taxes .....Mar., *29*

Sales Promotion (feature)
Advertising
Parking Lots .....Sept., *57*
Pencil Gifts .....July, *41*

Personal Column ..... Mar., 60
Picture Yourself ..... Jan., 59
Town Growth ..... Sept., 60
Use Coupons ..... July, 44

Casualty
Accounts Receivable ..... July, 44
Beauty Business ..... July, 44
Business Indemnity ..... Sept., 59
Contractor's Equipment .. Jan., 57
Fancy Ache ..... Mar., 58
Harvest Time ..... Sept., 58
Hobbyists ..... Jan., 58
In the Spring ..... Mar., 60
Painful Loss ..... Jan., 56
Railroad Property ..... July, 49
Safe Deposits ..... July, 43
Sports Protection ..... Jan., 60
Storm Damage ..... Mar., 59
Tuition Fees ..... Sept., 58

Direct Mail
Booby Traps ..... Sept., 57
Follow-Up ..... Mar., 57
Post Cards ..... Jan., 56
Spring Prospects ..... Mar., 58
Two Advantages ..... Jan., 57
Two Aspirins ..... Jan., 59

Fidelity & Surety
Amazing Survey ..... July, 51
Contractors ..... Jan., 60
Gross Profit ..... Sept., 59
Head Start ..... Mar., 58
License and Permit Bonds ..... July, 52
Official Liability ..... Sept., 57
Under Insurance ..... Sept., 60
Will You Sign? ..... Jan., 61

Fire
Dwelling Policies ..... Jan., 57
For Tenants ..... July, 52
House Glass ..... July, 42
Housing Boom ..... July, 44
Package Advantages ..... Jan., 59

Present EC ..... Jan., 57
Property Coverage ..... Mar., 59
Under-Insurance ..... Sept., 59

Inland Marine
Boat Owners ..... Sept., 59
Expensive Hobby ..... Sept., 57
Foreign Cars ..... July, 43
Fur Floater ..... July, 49
Fur Storage ..... July, 42
No Vacation ..... Sept., 61
Personal Jewelry ..... Mar., 57
Show Dogs ..... Sept., 60
The Fisherman ..... Mar., 60

Management
Collection Problems ..... July, 51
Complete Protection ..... Jan., 59
Overworked Words ..... July, 51
Part Timers ..... July, 50

Promotion
Boost Future Customers .. Jan., 61
Dime Banks ..... Mar., 59
End Product ..... Jan., 60
Local Project ..... July, 51
Mr. Insurance ..... Jan., 59
Safety Plants ..... July, 44

Salesmanship
Auto Premiums ..... July, 50
Build Ego ..... July, 49
Competitive Edge ..... Jan., 61
Days Off ..... Mar., 58
Follow Through ..... Jan., 58
Good Relations ..... July, 52
Inflated Ideas ..... Jan., 58
Money Makers ..... Sept., 61
Newspaper Clippings .... July, 52
News Today ..... Mar., 57
Personal Sale ..... Jan., 56
Raise Limits ..... Sept., 58
Self Sell ..... Sept., 60
Sell Accounts ..... July, 49
Selling Alertness ..... Sept., 60
Slight Difference ..... July, 50
Suburbia Business ..... July, 52
Survey Defined ..... Jan., 60
Time Calls ..... July, 43